

Statistics

Population (2003)

Michigan:	8,210,115	metro	(3.4% of total U.S. metro)
	<u>1,869,870</u>	non-metro	(3.7% of total U.S. non-metro)
	10,079,985	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

Farm-Related Employment (2000)

Michigan:	819,067 jobs	(14.7% of total employment)
United States:	25,834,574 jobs	(15.6% of total employment)

Number of Farms (2002)

Michigan:	53,315	(2.5% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

Michigan:	190 acres
United States:	441 acres

Market Value of Agricultural Products Sold (2002)

Michigan:	\$3.8 billion
United States:	\$200.6 billion

Rank among all States in market value of agricultural products sold (2002): #22

Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Diary products	712,085	3.5
Greenhouse/nursery	544,918	3.8
Soybeans	364,915	2.7
Corn	364,637	2.1
Cattle and calves	204,629	0.5

Value of Agricultural Products Sold Directly to Consumers (2002)

Michigan: \$37.3 million
United States: \$812.2 million

Farmers Markets (2004)

Michigan: 96
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

Michigan: \$7 million
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

Michigan: 46,485 acres
United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in Michigan: 1
Total: 96

Marketing Products and Services

Specific to Michigan

Federal-State Marketing Improvement Program (FSMIP) Grants

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and

performance of the marketing system.

- In 2005, \$24,000 was awarded to the Michigan Department of Agriculture, in cooperation with the Michigan Apple Committee and Michigan Apple Shippers Association, to assess niche market opportunities for northern apples in Mexico.
- In 2004, \$52,000 was awarded to the Michigan Department of Agriculture, in cooperation with Saginaw Valley State University and the Corn Marketing Program of Michigan, to assess the marketing opportunities for creating construction, automotive, and aerospace products from agricultural residues such as corn cobs and distiller's grain.
- In 2003, \$70,000 was awarded to the Michigan Department of Agriculture, in cooperation with Michigan State University, Michigan Blueberry Growers and others, to study and compare post harvest handling protocols to address microbial contamination.
- In 2003, \$26,615 was awarded to the Michigan Department of Agriculture, in cooperation with the Michigan State University Extension Service and several county farm bureaus, to complete a state-wide assessment of the compost market to gauge the economic feasibility of a regional compost processing facility.
- In 2002, \$180,175 was awarded to the Michigan Department of Agriculture, in cooperation with the Michigan Food Processors Association, to identify marketing opportunities for specialty food producers and processors through retail outlets and festivals in high-tourist areas; in cooperation with the Michigan Asparagus Advisory Board, Michigan State University and others, to assess the market for asparagus-based snack products, and to develop a plan for test marketing products; and, in cooperation with Michigan State University and the Midwest Nut Producers Council, to devise a marketing strategy for two new chestnut products in restaurants and retail markets.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends (PDF) assesses the importance

of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.